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Vaughan's Seed Co.

85 WHITE STREET
NEW YORK 13, N. Y.

Master Blend[®]

With Merion Blue,
Delta Blue and Penn Lawn Fescue



BE MODERN!

Sell Modern Lawn Seed Mixtures
SEED MARKET QUOTATIONS

AUG. 29, 1958

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Recleaned Bird Seeds and Grain

See Pages 2 and 3 For Grasses, Clovers, Field Seeds and Lawn Mixtures
 Following Prices F.O.B. Our Warehouse, New York Gross for Net. Bag Lots, Less than Bags
 at Slightly Higher Price

	Per 100 lbs.
SUNFLOWER	
Sunflower, Small Black	13.50
Sunflower, Poultry (Grey Striped) Out	
Sunflower, Parrot (Grey Striped)	20.00
Sunflower, Large (Grey Striped).....	22.00
Sunflower is in short supply	

BIRD SEED	
Canary Seed (Extra recleaned).....	8.75
Rape, Large Black	11.00
Millet, Large Yellow	5.90
Millet, Small Yellow Finch	7.00
Millet, Large Red	6.10
Millet, White	5.75
Thistle	15.00

	Per 100 lbs.
MIXED BIRD SEED	
Mixed Canary Seed, containing:	
Canary, Black Rape and Millet	11.00
Canary and Black Rape Mixed.....	11.50
Love Bird Seed (for Parakeets)....	10.00

OTHER BIRD FOOD INGREDIENTS	
Hemp, extra recleaned	
(Sterilized)	18.00
Peas, Field	6.50
Milo Maize	4.75
Peanut Hearts	12.50

	Per 100 lbs.
MISCELLANEOUS GRAINS	
Buckwheat	7.00
Rice, Broken	11.50
Hulled Oats	7.50
Flax, Whole	12.00
Seed Rye	5.00

DURYEA'S WILD BIRD SEED	
Contains All Bird Seeds - No Fillers or Screenings	
A—Packed in 100 lb. bags	7.50
B—Packed in 100 lb. bags	8.00
(B includes 20 empty 5 lb. printed paper bags)	
When ordering Wild Bird Seed be sure to specify whether you desire A or B method of packing.	

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKer 5-4555 or BARclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

Phone BARclay 7-4900

New York 13, N. Y.

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

18 DESBROSSES STREET, NEW YORK 13, N. Y.

PHONE
Walker 5-4555
BARclay 7-4900 Ext. 2

August 29, 1958

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See pages 1 and 3 for additional grass and bird seeds.

RED CLOVER	Per 100 lbs.	ROUGH BLUE GRASS	Per 100 lbs.	LAWN MIXTURES	Per 100 lbs.
Medium, purity 99%	40.00	Poa Trivialis	35.00	Quick Result Mixture	
Kenland	42.00	RYE GRASSES		Composed of Quick Growing Grasses	
Pennscott	43.00	Domestic Ryegrass	14.00	in bulk	17.00
ALSIKE CLOVER		Italian Ryegrass (Domestic)	14.00	in 5 lb. bags	21.00
Extra Fancy, purity 99%	32.00	in 5 lb. bags	18.00	*Columbia Park	
ALFALFA		Perennial or English Rye Grass.....	15.50	in bulk	21.00
Northern, purity 99%	37.00	in 5 lb. bags	19.50	*Gramercy Park	
Grimm, purity 99%	42.00	Rye markets are firmer		in bulk	25.00
Buffalo Alfalfa (certified).....	38.00	BENT GRASSES		*Duryea's Central Park Choice	
Ranger Alfalfa (certified)	39.00	Astoria Colonial Bent	55.00	in bulk	45.00
Atlantic Alfalfa (certified)	38.00	Colonial Bent Blue Tag	55.00	*Old Homestead	
Du Puitts (certified)	Ask	Seaside Bent	115.00	in bulk	47.50
Vernal (certified)	55.00	Highland Bent	33.00	*Duryea's Evergreen	
Narragansett (certified)	70.00	Mixed Bent (South German)	125.00	in bulk	52.50
WHITE CLOVER		Penncross Creeping Bent	200.00	*Duryea's Superior	
Extra Fancy	62.00	Velvet Bent	Ask	in bulk	57.50
Packed in 1 lb. carton \$9.60 per dozen.		RED AND TALL FESCUES		*Shady Spot	
Packed in 1/2 lb. bags, \$5.50 per dozen.		Chewing Fescue (Domestic).....	46.00	fancy, in bulk	40.00
Ladino White Clover (certified).....	65.00	Creeping Red Fescue (Domestic).....	48.00	Athletic Mixture	52.00
New Zealand White Clover.....	70.00	Creeping Red Fescue (Imported).....	40.00		
Kent Wild White Clover	80.00	Illahaee Creeping Red Fescue.....	53.00	*Indicates brands put up in 1, 2 and 5 lb. bags at extra cost of:	
OTHER CLOVERS		Penn Lawn Fescue	53.00	10.00 per 100 lbs. for 1 lb. bags	
Sweet Clover	16.00	F 74 Creeping Red	55.00	7.00 per 100 lbs. for 2 lb. bags	
Birdfoot Trefoil	80.00	Penn State Chewing Fescue.....	50.00	5.00 per 100 lbs. for 5 lb. bags	
Inoculation for Clovers and Alfalfa		Alta Tall Fescue	20.00	See page 3 for Original Vaughan Mixtures.	
35c Bus. Size		Kentucky 31 Tall Fescue	18.00		
TIMOTHY		Hard Fescue Blue Tag	65.00		
Fancy, purity 99.65% (short supply)	25.00	HAY GRASSES			
TIMOTHY & ALSIKE (mixed)		Meadow Fescue	28.00		
Containing 20% Alsike	29.00	Orchard Grass	29.00		
REDTOP		Brome Grass (Lincoln)	24.00		
Solid Seed, purity 92%	38.00	MISCELLANEOUS			
Solid Seed, purity 95%	40.00	Dwarf Essex Rape	12.50		
Solid Seed, purity 98%	42.00	Hairy or Winter Vetch	20.00		
Unhulled, purity 50%	17.50	Canada Field Peas for Seeding ..	9.00		
BLUE GRASS		Sudan Grass (Piper)	10.00		
Kentucky fancy, purity 85%	40.00	Black Wilson Soy Beans	7.50		
Kentucky, extra fancy, purity 90%	45.00	Bermuda Grass	on request		
Kentucky, superfine, purity 98% ..	52.00	U-3 Bermuda	1 lb. cans 3.75		
Canada Blue, fancy	60.00	MILLETS			
Merion Kentucky Blue	195.00	Golden	10.00		
Delta Kentucky Blue	70.00	Japanese	8.00		
		Hungarian	Out		
		MISCELLANEOUS GRAINS			
		Seed Buckwheat	7.00		
		Rice, Broken	11.50		
		Hulled Oats	7.50		
		Flax, Whole	12.00		
		Seed Rye	5.00		

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."

Three Newest Grasses Developed by Research Now in VAUGHAN'S Master Blend[®] of Merion Formula

**NOW, A MERION LAWN IS NOT ONLY BEST
BUT COSTS LESS THAN SECOND BEST**

While prices have risen for seed of Merion variety of Kentucky blue grass, the advantage of economy over less desirable grasses still remains for Vaughan's Merion Formula Master Blend.

A Merion lawn, to which researchers give top rating for beauty, vigor and wear resistance, is now available at less cost for the same area than the finest Kentucky Blue Grass mixtures.

One pound of Vaughan's Merion Formula, retailing for \$2.40, will seed an area of 750 to 1,000 sq. ft. It would take 2 to 3 lbs. of a high grade Kentucky Blue Grass mixture at a higher total cost to sow an equal area.

In August, Merion Germinates in 7 days

Warm weather in late summer speeds germination of grasses, while cool nights favor the growth of seedling plants. As fall draws near, conditions become better for the sturdy, steady growth of young grass plants. Though germination may take longer as the temperature cools, sowing can be continued (in New York's latitude) with good success until October 15, later in more southern localities. But tell your customers not to delay unless they must!

VAUGHAN'S STRAIGHT MERION KY. BLUE GRASS

Markets Are Firmer On Merion—Supplies Limited

Packed in attractive 1, 3 and 5 lb. sizes or bulk

1 lb. cartons(Retail \$ 2.95).....	\$ 51.25 per case of 25
3 lb. cartons(Retail \$ 8.75).....	\$ 96.96 per case of 16
5 lb. cartons or bags(Retail \$14.50).....	\$100.00 per bale of 10
10 lbs.	\$20.00 25 lbs. \$49.25	100 lbs. \$195.00

ONE POUND WILL SOW 500 TO 750 SQ. FT.

ADVANTAGES OF A MIXTURE.

Wherever lawns are grown, grass seed mixtures have long been considered more certain than any single variety to produce a good lawn. This is because in any lawn area soil texture, drainage, shade and other factors are rarely uniform. The exact variations cannot be told in advance of sowing, so the practice arose of mixing several grasses, adapted to different conditions, to make sure that at least one of the group would thrive over every inch of the soil surface.

VAUGHAN'S MASTER BLEND[®] OF MERION FORMULA

A great improvement has been made in this Merion mixture. Besides a million seeds of Merion Kentucky Blue Grass, it now contains two other new grasses—developed by scientific research—Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue.

Delta Kentucky Blue Grass, developed by turf researchers in Canada, where seedling vigor and quick early growth are important because of their climate, provides a quick cover for the slower starting Merion.

Pennlawn Creeping Red Fescue, a hybrid developed at the Pennsylvania State University, thrives in sandy soil and shady places, where Merion might grow thinly. Thus a thick green carpet is assured over the entire lawn area, and experience has shown that the beautiful Merion color dominates the lawn.

Packed in Attractive Colored 1 lb., 3 lb. and 5 lb. Sizes

1 lb. cartons(Retail \$ 2.40).....	\$36.25 per case of 25
3 lb. cartons(Retail \$ 7.15).....	\$68.16 per case of 16
5 lb. cartons or bags(Retail \$11.75).....	\$70.00 per bale of 10
10 lbs.	\$14.00 25 lbs. \$34.50	100 lbs. \$135.00

Display Signs Available to Help Sell Merion Blue Grass

OTHER Vaughan's MIXTURES FOR FALL 1958

See Page 2 for former Duryea Seed Co. Mixtures

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.

VAUGHAN'S PARKS FORMULA

**NOW CONTAINS DELTA BLUE GRASS THE NEW
BLUE GRASS DEVELOPED FOR SEEDLING VIGOR**

1 lb. cartons(Retail \$ 1.30).....	\$ 19.25 per case of 25
3 lb. cartons(Retail \$ 3.85).....	\$ 36.00 per case of 16
5 lb. bags(Retail \$ 6.35).....	\$ 36.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags\$72.00	100 lb. lot\$69.00
50 and 25 lb. bags\$71.00	500 lb. lots\$68.00

On Larger Lots Ask For Prices

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

Especially adapted for medium shade and sandy soils.

1 lb. cartons(Retail \$ 1.20).....	\$ 17.75 per case of 25
3 lb. cartons(Retail \$ 3.55).....	\$ 33.12 per case of 16
5 lb. bags(Retail \$ 5.85).....	\$ 33.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags\$66.00	100 lb. lots\$63.00
50 and 25 lb. bags\$65.00	500 lb. lots\$62.00

On Larger Lots Ask For Prices

VAUGHAN'S DENSE SHADE FORMULA

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade.

1 lb. cartons(Retail \$ 1.20).....	\$ 17.75 per case of 25
3 lb. cartons(Retail \$ 3.55).....	\$ 33.12 per case of 16
5 lb. bags(Retail \$ 5.85).....	\$ 33.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags\$66.00	100 lb. lots\$63.00
50 and 25 lb. bags\$65.00	500 lb. lots\$62.00

On Larger Lots Ask For Prices

VAUGHAN'S PRIVATE ESTATE

Now Contains Merion Ky. Bluegrass — It Stays Green

This is a top quality lawn seed mixture of permanent fine bladed grasses.

	Retail Prices	Dealer Price
1 lb.	\$ 1.65	\$25.00 per case of 25
3 lbs.	4.90	47.20 per case of 16
5 lbs.	8.00	47.50 per bale of 10
10 lbs.	15.50	lots of 5 or more \$ 9.40 each
25 lbs.	38.00	lots of 2 or more 23.00 each
100 lbs.	150.00	\$90.00 per 100 lbs.

VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. Consists of Chewings and Creeping Red Fescue, Kentucky Blue and Highland Bent. All of higher qualities than standards.

	Retail Prices	Dealer Price
1 lb.	\$ 1.15	\$16.25 per case of 25
5 lbs.	5.50	31.50 per bale of 10
25 lbs.	25.00	lots of 2 or more \$15.00 each
		\$57.00 per 100 lbs.

VAUGHAN'S EXCEL LAWN MIXTURE A GOOD MIXTURE FOR QUICK RESULTS

1 lb. cartons(Retail \$.80).....	\$ 12.00 per case of 25
3 lb. cartons(Retail \$ 2.35).....	\$ 22.08 per case of 16
5 lb. bags(Retail \$ 3.85).....	\$ 22.00 per bale of 10
25 lb. bags	—\$42 per lb.	100 lbs.—\$40.00 500 lbs.—\$195.00

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

BE MODERN! Sell Modern Lawn Seed Mixtures Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKER 5-4555 or BARCLAY 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

Phone BARCLAY 7-4900

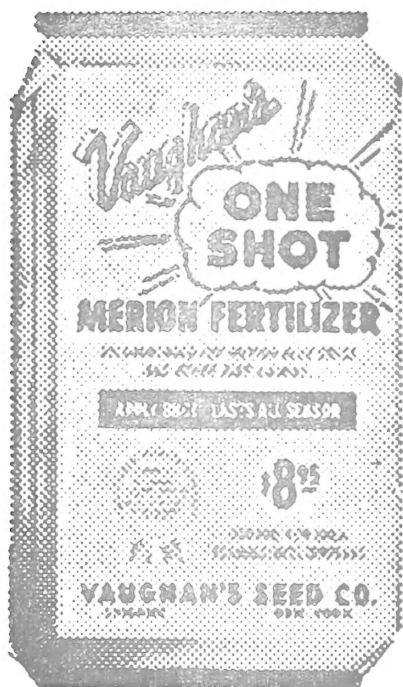
New York 13, N. Y.

AUGUST 29, 1958

Vaughan's ONE SHOT

MERION FERTILIZER

20 - 5 - 5



The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up. Now offered with full direction for Fall application.

Size	Packed	Wt.	Cost	Retail
50 lbs.	10	510	\$53.70	\$8.95

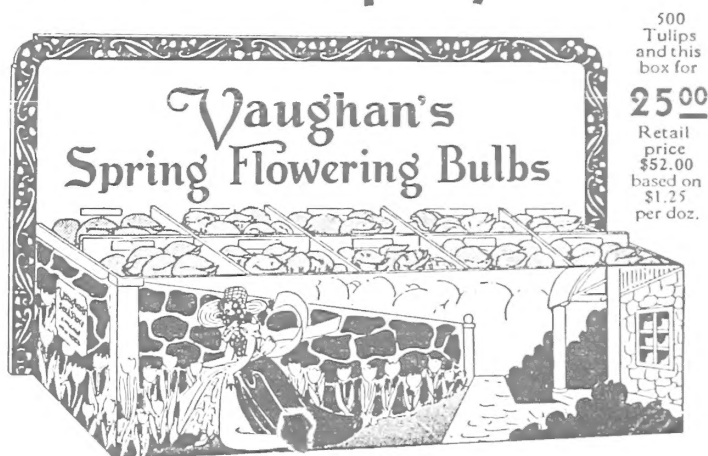
Double Your Money on Tulips Sold from this Attractive Display

BEST selling items on the home garden list for fall planting are spring flowering bulbs. They provide most garden color in the first two months of spring. Tall, late flowering tulips give one of the finest displays of the garden year. Years of experience have proved our attractive display box to be the most economical way to offer your customers a varied collection of these outstanding flowers.

Vaughan's ten-compartment display box, staunchly made of 100 point cardboard printed in brilliant colors, will hold 500 bulbs, 50 each of ten varieties.

This beautiful display box, with 500 Top Size tulips, 50 each of ten named varieties, including **Red Emperor** separately bagged, \$25.00

We use TOP SIZE BULBS, the size which sells best over the counter. The 10 named varieties (50 each) of good named varieties. The price to you is \$25.00 for the box and 500 bulbs of 10 named varieties. You retail them for \$1.25 a dozen, or more, because the selection is worth more, doubling your money. Each variety is packed 50 in a bag labeled with its name. You empty one bag into a compartment, and refill in the same manner when it is empty. This prevents mixtures and loss of bulbs. After the display box and first collection have been bought, refill orders will be accepted for \$24.00 for 500 bulbs, 50 each of 10 varieties, in bags of 50; or \$46.00 for 1,000 bulbs, 100 each of ten varieties. Colored pictures are provided to paste on the compartments. This box keeps the bulbs in the open air, thus preventing bacterial rot which comes when they are sealed in cartons. The named varieties are kept apart without mixing, which adds greatly to their value.



Tulip Display Box Holding 500 Bulbs, 50 each of 10 Named Varieties

Counter Space Needed, 13x29 Inches.

The display box with its garden design printed in brilliant colors occupies very little space on your counter. It is an ornament to any store. It solves the problem of offering bulbs for sale in the retail shop, without danger of mixing varieties, and losing stock.

336 MISCELLANEOUS BULBS AND DISPLAY BOX FOR \$25.00

ASSORTMENT INCLUDES

96 King Alfred Narcissi, R'ds, retails at \$1.75 per doz.	\$14.00
96 Hyacinths, 24 each Blue, White, Light Pink, Dark Pink, retails at \$2.50 per doz.	16-17 ctm. \$20.00
96 Crocus, Mixed, retails at 75c per doz., 8-9 ctm.	\$ 6.00

50 Darwin Tulips mixed 12 ctm. & up	
per doz.	\$ 5.00
Retail Price	\$45.00
Profit	\$20.00
Refills without box	\$24.00

Vaughan's Seed Company

Main Office, 85 White St. (near Lafayette St.) For Supplies & Bulbs Phone BArcly 7-4900 New York 13, N.Y.

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WAlker 5-4555 or BArcly 7-4900 Ext. 2